Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-31. Canceled

32.   (New) A method for describing a user's preferences pertaining to consumption of multimedia content, comprising:

describing personal information to identify said user; and

describing user preference information of said identified user, wherein the user preference information includes a plurality of preference items and corresponding preference values for each preference item, wherein said preference items have hierarchical relationships.

33.   (New) The method according to claim 32, wherein the personal information includes a unique identifier which can be used to identify said user.

34.   (New) The method according to claim 32, wherein each preference value represents user preference or non-preference with respect to corresponding preference item.

35.   (New)   The method according to claim 34, wherein each preference item corresponds to a description information on said preference item.

36.   (New)   The method according to claim 32, wherein each preference item is used for searching or filtering multimedia contents.

37.   (New)   The method according to claim 32, wherein said hierarchical relationships are hierarchical tree structures.

38.   (New)   A method for describing a user's preferences pertaining to consumption of multimedia contents, comprising:

describing personal information to identify said user; and

describing user preference information of said identified user, wherein the user preference information includes a plurality of preference items and corresponding preference values for each preference item, wherein said preference items have a hierarchical structure; and

describing usage history to record information that when and how multimedia contents were used.

39.   (New) The method according to claim 38, wherein the usage history is classified according to the time when the multimedia contents were used.

40.   (New) The method according to claim 38, wherein the usage history is classified by a type of action indicating how the multimedia contents were used.

41.   (New) A method for describing a user preferences pertaining to consumption of multimedia content, comprising:

describing personal information to identify said user; and

describing user preference information of said identified user, wherein the user preference information includes one or more individual user preference information, each individual user preference information including a plurality of preference items and corresponding preference values for each preference item, and a updating type that indicates whether the user preference information is automatically updated or not.

42.   (New) The method according to claim 41, wherein said preference items have hierarchical relationships.

43.   (New) The method according to claim 42, wherein said hierarchical relationships are hierarchical tree structures.

44.　　(New) A method for describing a user preferences pertaining to consumption of multimedia content, comprising:

　　　　describing personal information to identify said user; and

　　　　describing user preference information of said identified user, the user preference information includes one or more individual user preference information, each individual user preference information including a plurality of preference items and corresponding preference values for each preference item, wherein a plurality of preference items within single individual user preference information have hierarchical relationships.

45.　　(New) The method according to claim 44, wherein said hierarchical relationships are hierarchical tree structures.

46.　　(New) The method according to claim 45, wherein if a preference item is located in more than one sub-tree of the user preference information, the preference values for said preference item in the different sub-tree of the user preference information are not identical values.

47.　　(New) A method for describing a user preferences pertaining to consumption of multimedia content, comprising:

describing personal information to identify said user; and

describing user preference information of said identified user, the user

preference information includes one or more individual user preference information, each

individual user preference information including a plurality of preference items and

corresponding preference values for each preference item, each individual user preference

information including a preference condition under which said individual user preference

information uses.

48.   (New) The method according to claim 47, wherein each preference item is

used for searching or filtering multimedia contents.

49.   (New) The method according to claim 47, wherein said preference items have

hierarchical relationships.

50.   (New) The method according to claim 49, wherein said hierarchical

relationships are hierarchical tree structures.